

## Brand USA's international marketing initiatives yield \$3 billion boost for U.S. economy

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Brand USA, the destination-marketing organization for the United States, generated more than 3 million incremental visitors from around the globe during the past three years, according to [a study](#) recently released by Oxford Economics, an independent research firm based in Oxford, England...

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### **About Brand USA**

Brand USA is the nation's official destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.